2010 Military Health System Conference

Can we operate as a truly integrated system?

PART I: Social Media and the Military Health System

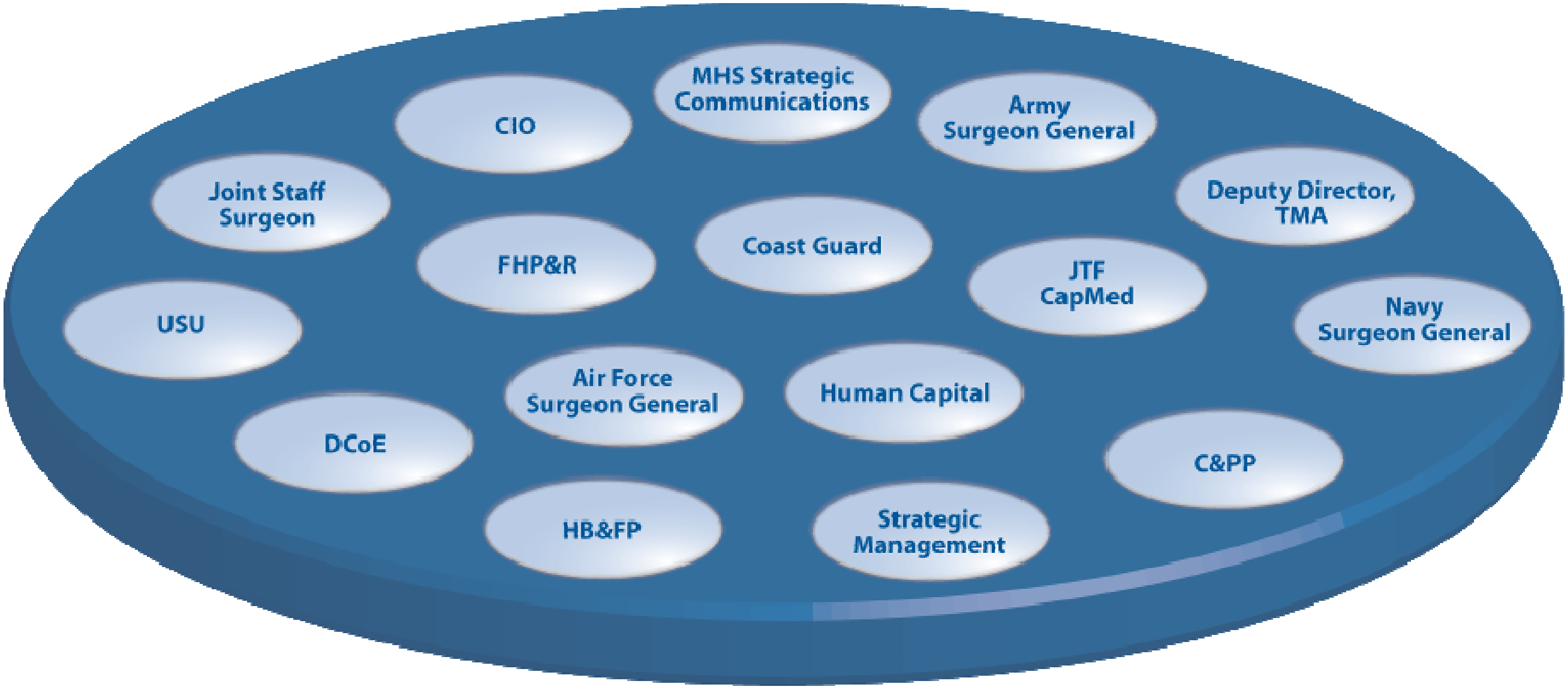
Sharing Knowledge: Achieving Breakthrough Performance

Dr. Michael E. Kilpatrick, MD, Director, MHS Strategic Communication

25 January 2010

MHS Strategic Communications

MHS Strategic Communications



MHS Strategic Communications

CIO

Army Surgeon General

Joint Staff Surgeon

Deputy Director, TMA

FHP&R

Coast Guard

JTF CapMed

USU

Navy Surgeon General

Air Force Surgeon General

Human Capital

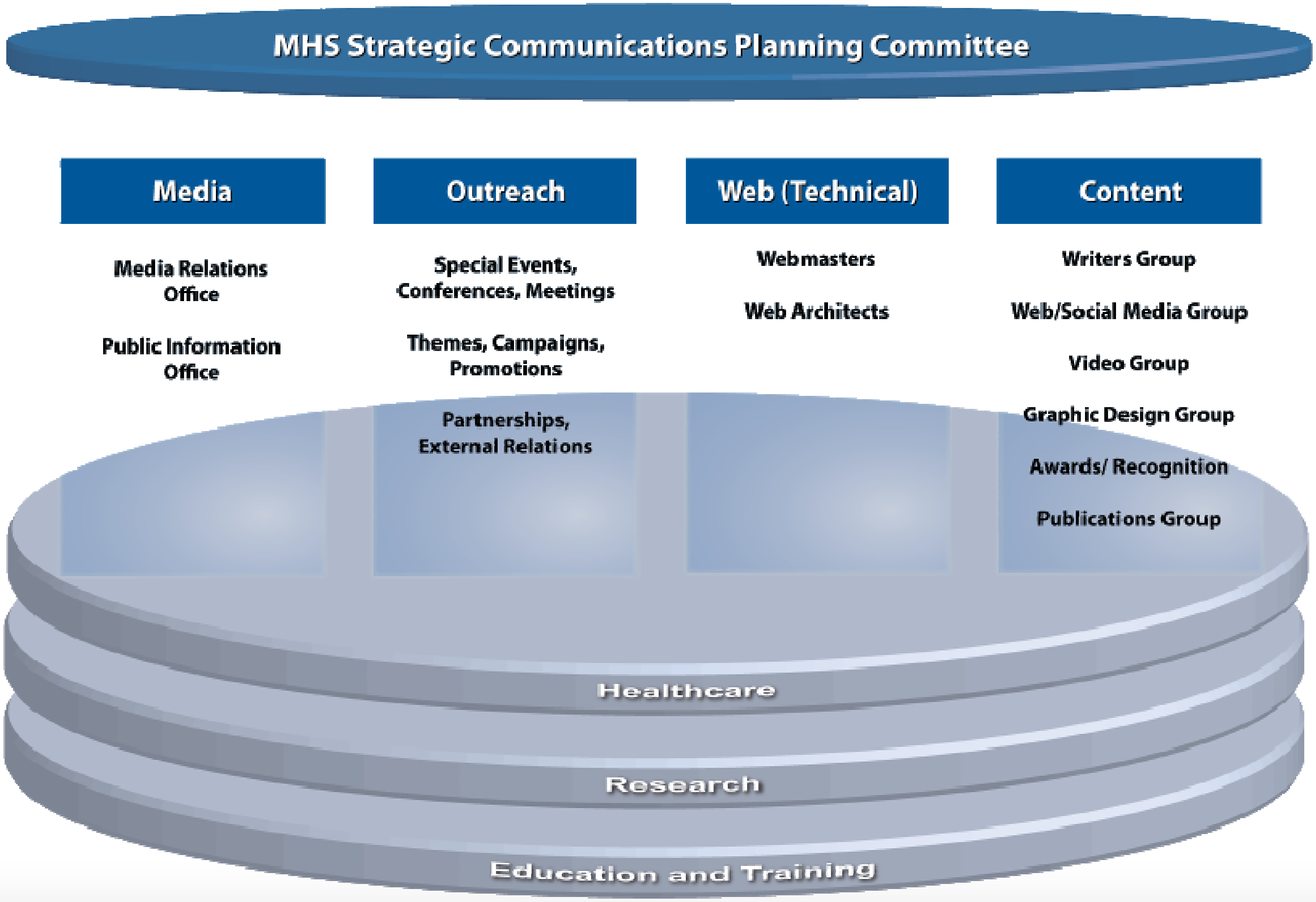
DCoE

C&PP

HB&FP

Strategic Management

Communications Governance



MHS Strategic Communications Planning Committee

Media

- Media Relations Office
- Public Information Office

Outreach

- Special Events, Conferences, Meetings
- Themes, Campaigns, Promotions
- Partnerships, External Relations

Web (Technical)

- Webmasters
- Web Architects

Content

- Writers Group
- Web/Social Media Group
- Video Group
- Graphic Design Group
- Awards/ Recognition
- Publications Group

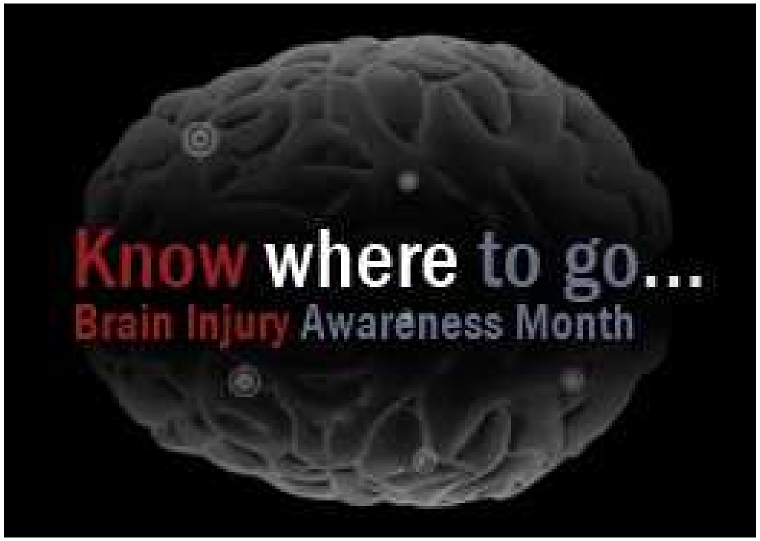
Healthcare

Research

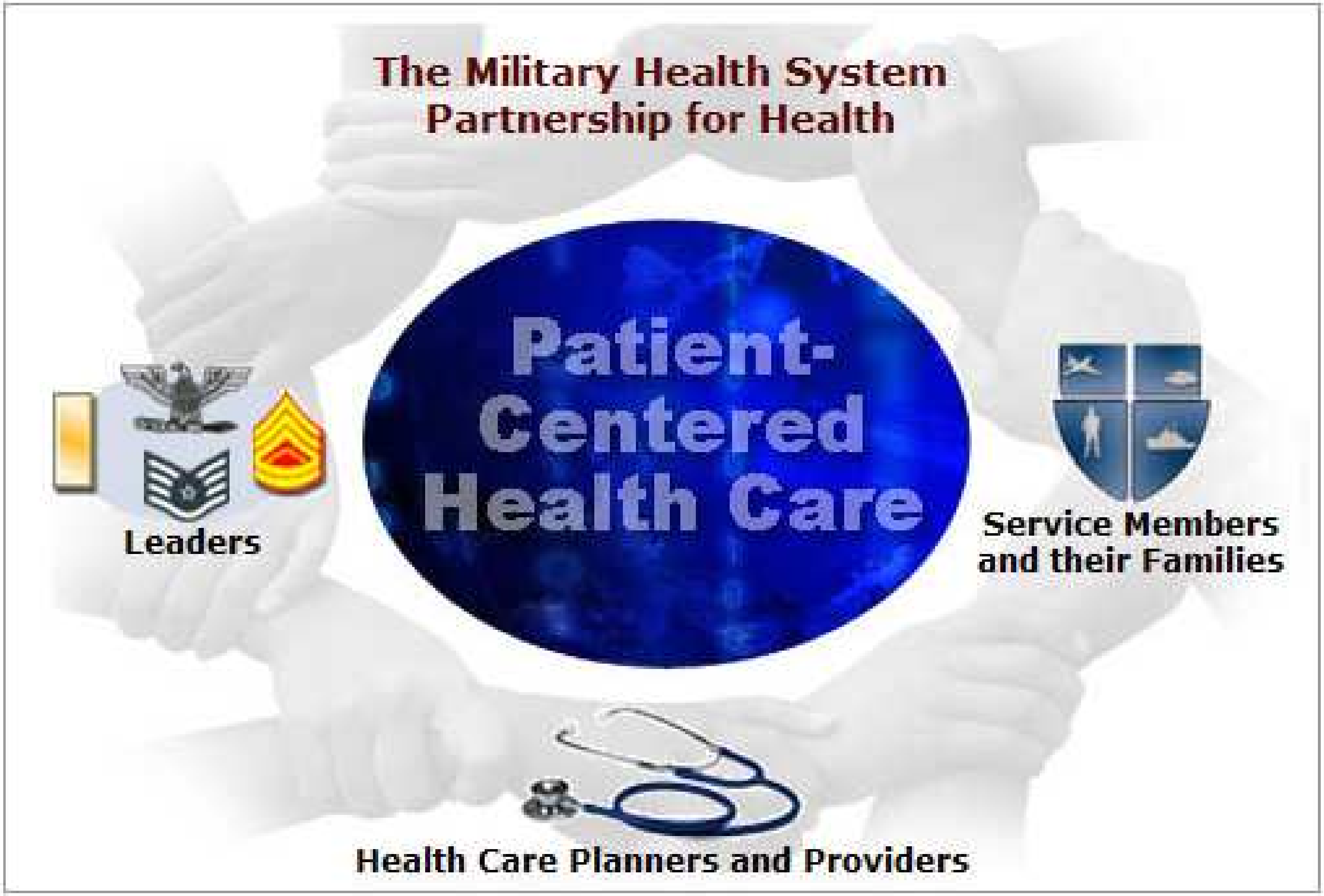
Education and Training

Our Communications Strategy

- Educate audiences about the MHS
- Inform audiences on what the MHS is doing
- Personalize the MHS for its audiences

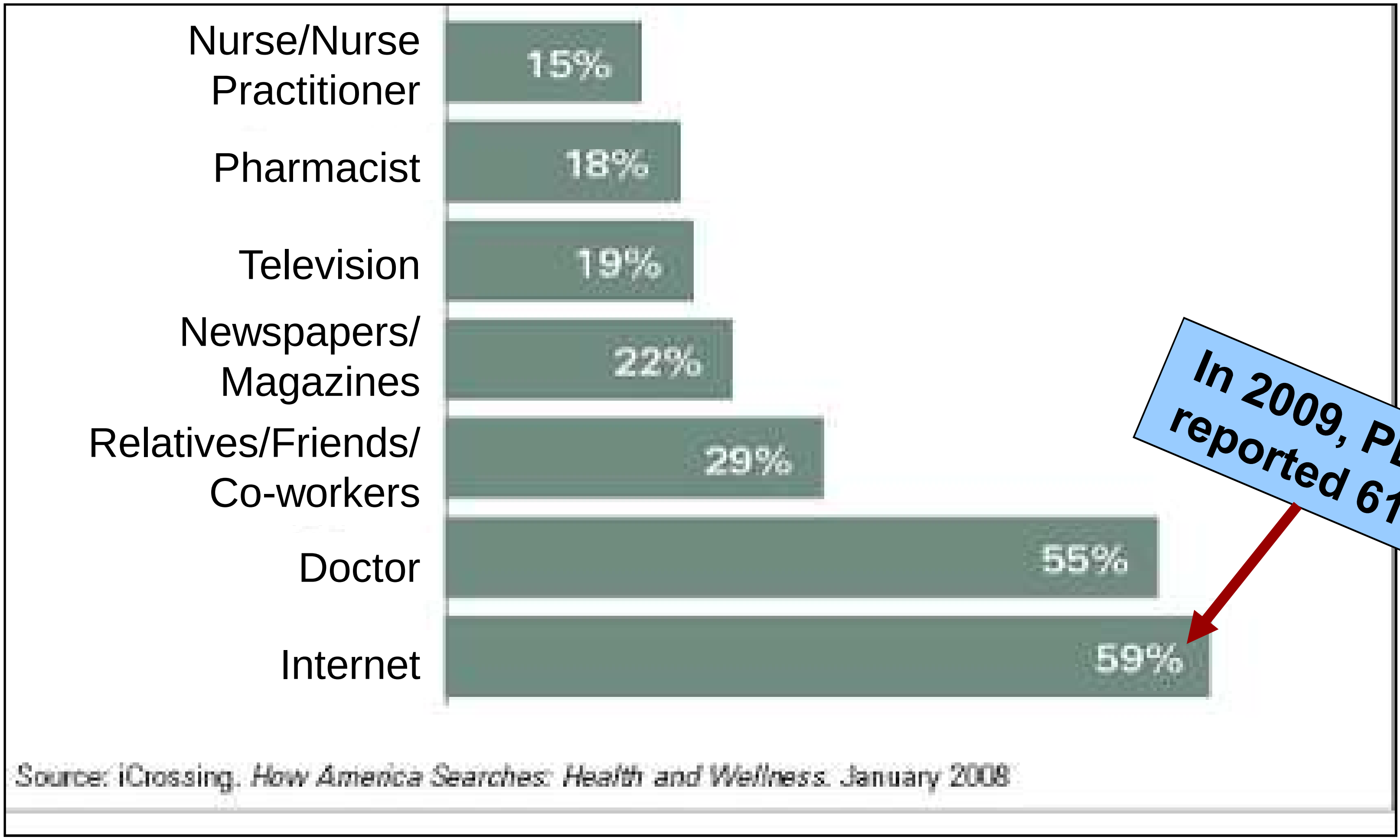

Know where to go...
Brain Injury Awareness Month

The Military Health System Partnership for Health


The Military Health System
Partnership for Health
Patient-Centered Health Care
Leaders
Service Members and their Families
Health Care Planners and Providers

What We Know: Changing Realities

Health Information Source…

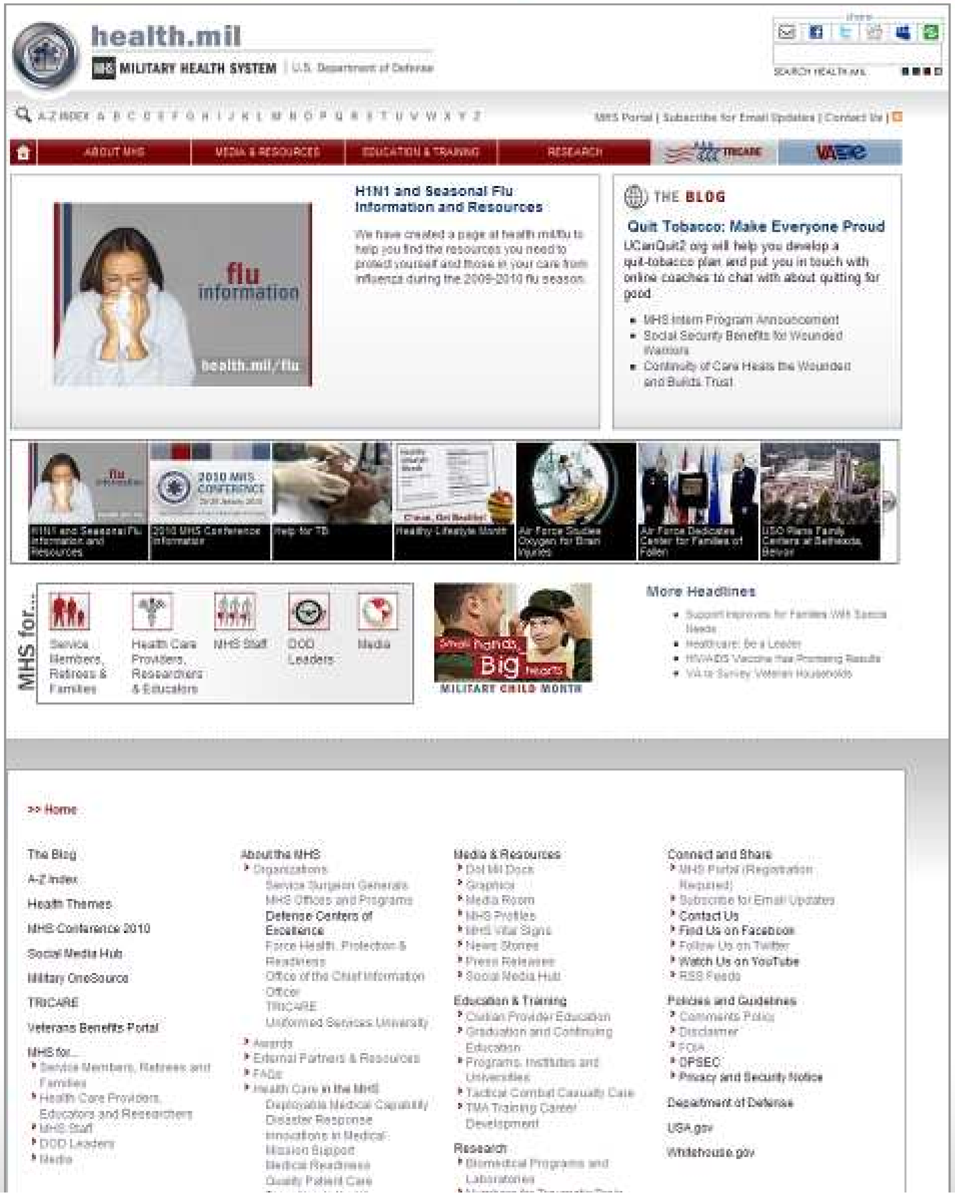


Source: iCrossing. *How America Searches: Health and Wellness.* January 2008

In 2009, PEW reported 61%

Reaching our audiences through the web

- News stories
- Blog entries
- Videos
- MHS Profiles
- Monthly theme pages
- Audience pages
- Social media integrated throughout


health.mil
MILITARY HEALTH SYSTEM | U.S. Department of Defense
share
SEARCH HEALTH.MIL
A-Z INDEX A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
MHS Portal | Subscribe for Email Updates | Contact Us |
ABOUT MHS
MEDIA & RESOURCES
EDUCATION & TRAINING
RESEARCH
TRICARE
VA
flu information
health.mil/flu

H1N1 and Seasonal Flu Information and Resources

We have created a page at health.mil/flu to help you find the resources you need to protect yourself and those in your care from influenza during the 2009-2010 flu season.

THE BLOG

Quit Tobacco: Make Everyone Proud

UCanQuit2.org will help you develop a quit-tobacco plan and put you in touch with online coaches to chat with about quitting for good.

- MHS Intern Program Announcement
- Social Security Benefits for Wounded Warriors
- Continuity of Care Heals the Wounded and Builds Trust

H1N1 and Seasonal Flu Information and Resources
2010 MHS Conference Information
Help for TB
Healthy Lifestyle Month
Air Force Studies Oxygen for Brain Injuries
Air Force Dedicates Center for Families of Fallen
USO Plans Family Centers at Bethesda, Belvoir
MHS for...
Service Members, Retirees & Families
Health Care Providers, Researchers & Educators
MHS Staff
DOD Leaders
Media
Small hands, Big hearts
MILITARY CHILD MONTH

More Headlines

- Support Improves for Families With Special Needs
- Healthcare: Be a Leader
- HIV/AIDS Vaccine Has Promising Results
- VA to Survey Veteran Households

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Health Themes
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Innovations in Medical
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DoD Mil Docs
Graphics
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MHS Vital Signs
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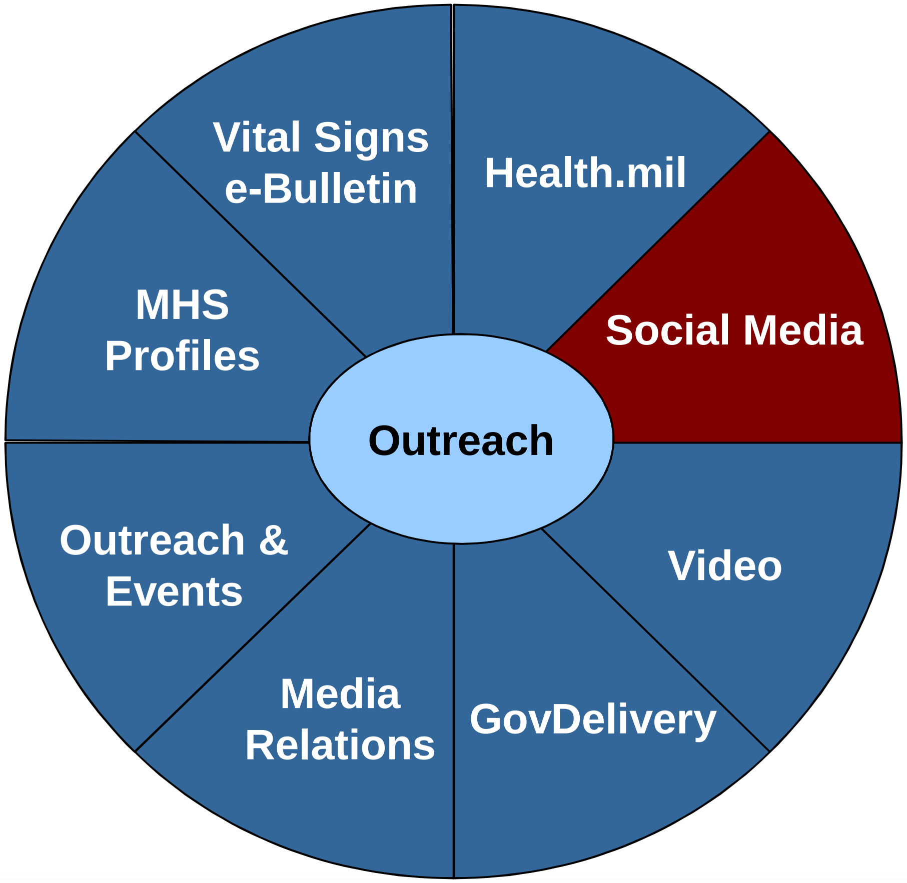
Press Releases
Social Media Hub
Education & Training
Civilian Provider Education
Graduation and Continuing Education
Programs, Institutes and Universities
Tactical Combat Casualty Care
TMA Training Career Development
Research
Biomedical Programs and Laboratories
Connect and Share
MHS Portal (Registration Required)
Subscribe for Email Updates
Contact Us
Find Us on Facebook
Follow Us on Twitter
Watch Us on YouTube
RSS Feeds
Policies and Guidelines
Comments Policy
Disclaimer
FOIA
OPSEC
Privacy and Security Notice
Department of Defense
USA.gov
Whitehouse.gov

Social Media is one slice of the pie

Strategic Communications Tools



Vital Signs e-Bulletin

Health.mil

Social Media

Video

GovDelivery

Media Relations

Outreach & Events

MHS Profiles

Outreach

Social media enables virtual, social interactions

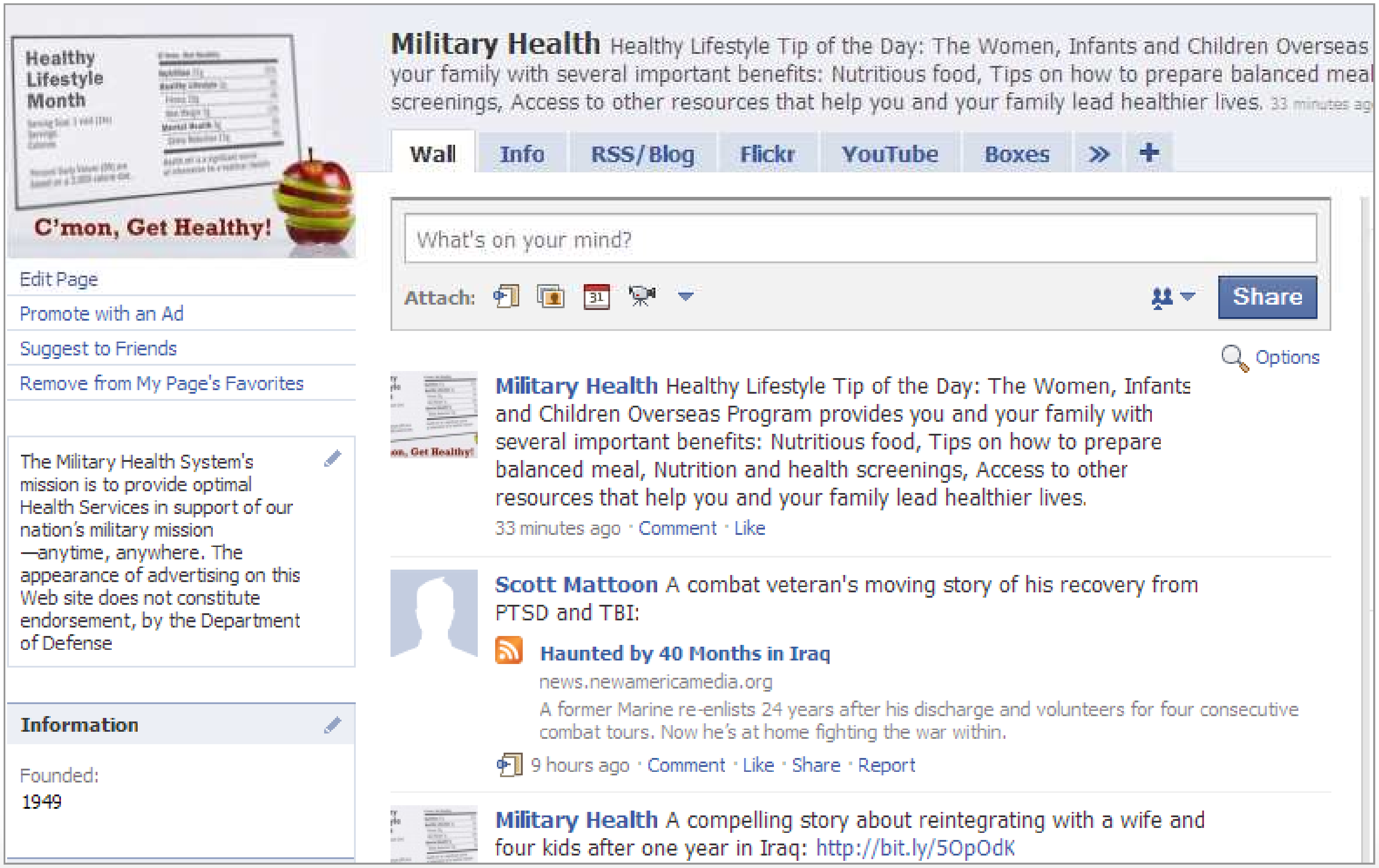
Traditional Media	Social Media
Audience	People
Edit then publish	Publish then edit
One to Many	Many to Many
Final products	Modularity
Web as Information	Participatory Web
Website = Product	Website = Service
Centralization	Decentralization
Copyright	Open Source
Mass Media	My Media

Guidance on DoD’s Social Media Hub

- www.socialmedia.defense.gov
- Managing personal and professional online identities
- Appropriate use of DoD computers and networks
- Legal and policy requirements concerning professional use
- Acceptable content for public social networks.

facebook.com/healthdotmil

- Branded to our monthly awareness theme


Healthy Lifestyle Month
C'mon, Get Healthy!
Wall
Info
RSS/Blog
Flickr
YouTube
Boxes
»
+
What's on your mind?
Attach:
Share
Options
Edit Page
Promote with an Ad
Suggest to Friends
Remove from My Page's Favorites

Military Health Healthy Lifestyle Tip of the Day: The Women, Infants and Children Overseas
your family with several important benefits: Nutritious food, Tips on how to prepare balanced meal
screenings, Access to other resources that help you and your family lead healthier lives. 33 minutes ag

The Military Health System's mission is to provide optimal Health Services in support of our nation's military mission —anytime, anywhere. The appearance of advertising on this Web site does not constitute endorsement, by the Department of Defense

Information

Founded:
1949

Military Health Healthy Lifestyle Tip of the Day: The Women, Infants and Children Overseas Program provides you and your family with several important benefits: Nutritious food, Tips on how to prepare balanced meal, Nutrition and health screenings, Access to other resources that help you and your family lead healthier lives.

33 minutes ago · Comment · Like

Scott Mattoon A combat veteran's moving story of his recovery from PTSD and TBI:

Haunted by 40 Months in Iraq
news.newamericamedia.org
A former Marine re-enlists 24 years after his discharge and volunteers for four consecutive combat tours. Now he's at home fighting the war within.

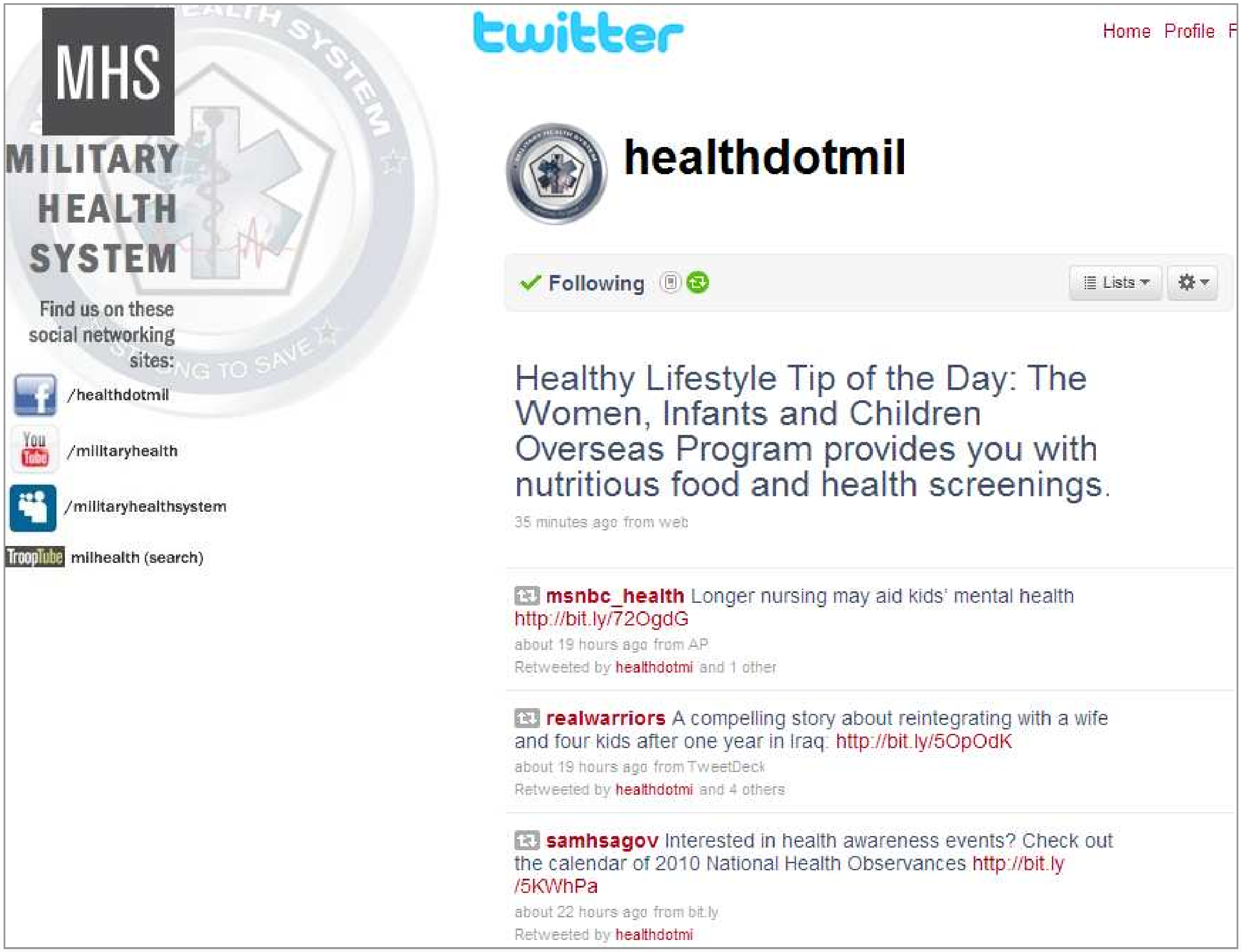
9 hours ago · Comment · Like · Share · Report

Military Health A compelling story about reintegrating with a wife and four kids after one year in Iraq: http://bit.ly/5OpOdK

Facebook outreach campaign

- Targeted Facebook users with military connection
- Fan community grew 175 percent, from 541 to 1,490 fans, as a result
- More importantly, the level of community engagement has increased two-fold
- Critical mass depends on the organization but ours was reached at 1,000 fans

twitter.com/healthdotmil



MHS
MILITARY HEALTH SYSTEM
Find us on these social networking sites:
/healthdotmil
/militaryhealth
/militaryhealthsystem
TroopTube milhealth (search)
twitter
Home Profile
Following
Lists

healthdotmil

Healthy Lifestyle Tip of the Day: The Women, Infants and Children Overseas Program provides you with nutritious food and health screenings.

35 minutes ago from web

msnbc_health Longer nursing may aid kids' mental health http://bit.ly/72OgdG

about 19 hours ago from AP

Retweeted by healthdotmi and 1 other

realwarriors A compelling story about reintegrating with a wife and four kids after one year in Iraq: http://bit.ly/5OpOdK

about 19 hours ago from TweetDeck

Retweeted by healthdotmi and 4 others

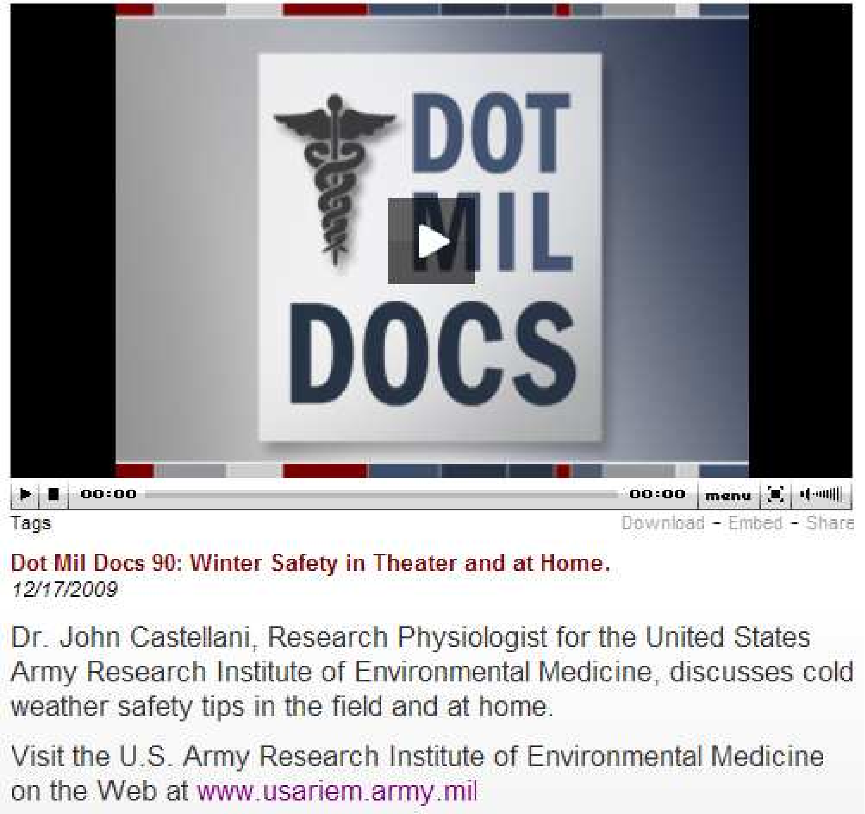
samhsagov Interested in health awareness events? Check out the calendar of 2010 National Health Observances http://bit.ly/5KWhPa

about 22 hours ago from bit.ly

Retweeted by healthdotmi

The MHS podcast: Dot Mil Docs

- A weekly military health radio show now available for download


DOT
MIL
DOCS
00:00
00:00
menu
Tags
Download - Embed - Share

Dot Mil Docs 90: Winter Safety in Theater and at Home.
12/17/2009

Dr. John Castellani, Research Physiologist for the United States Army Research Institute of Environmental Medicine, discusses cold weather safety tips in the field and at home.

Visit the U.S. Army Research Institute of Environmental Medicine on the Web at www.usariem.army.mil

Telling our story through video

- YouTube.com/militaryhealth
- TroopTube: search milhealth
- ICYou.com/user/militaryhealth

Listening to our audience

MHS Blog Pulse Check

MHS Social Media Hub

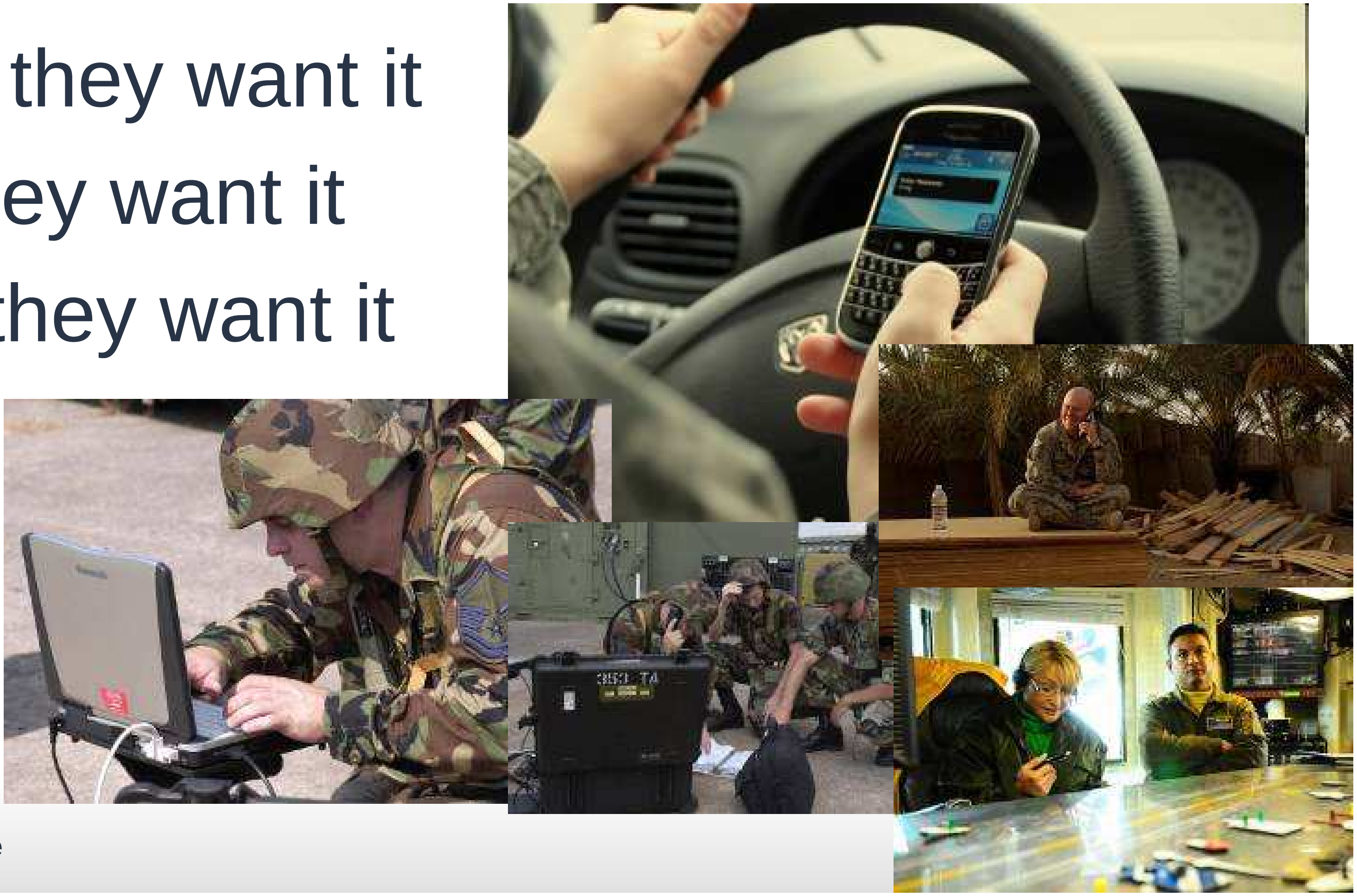
- A connection point to all MHS component social media channels
- Visit www.health.mil/connect

MHS
SOCIAL
MEDIA HUB

Why Social Media?

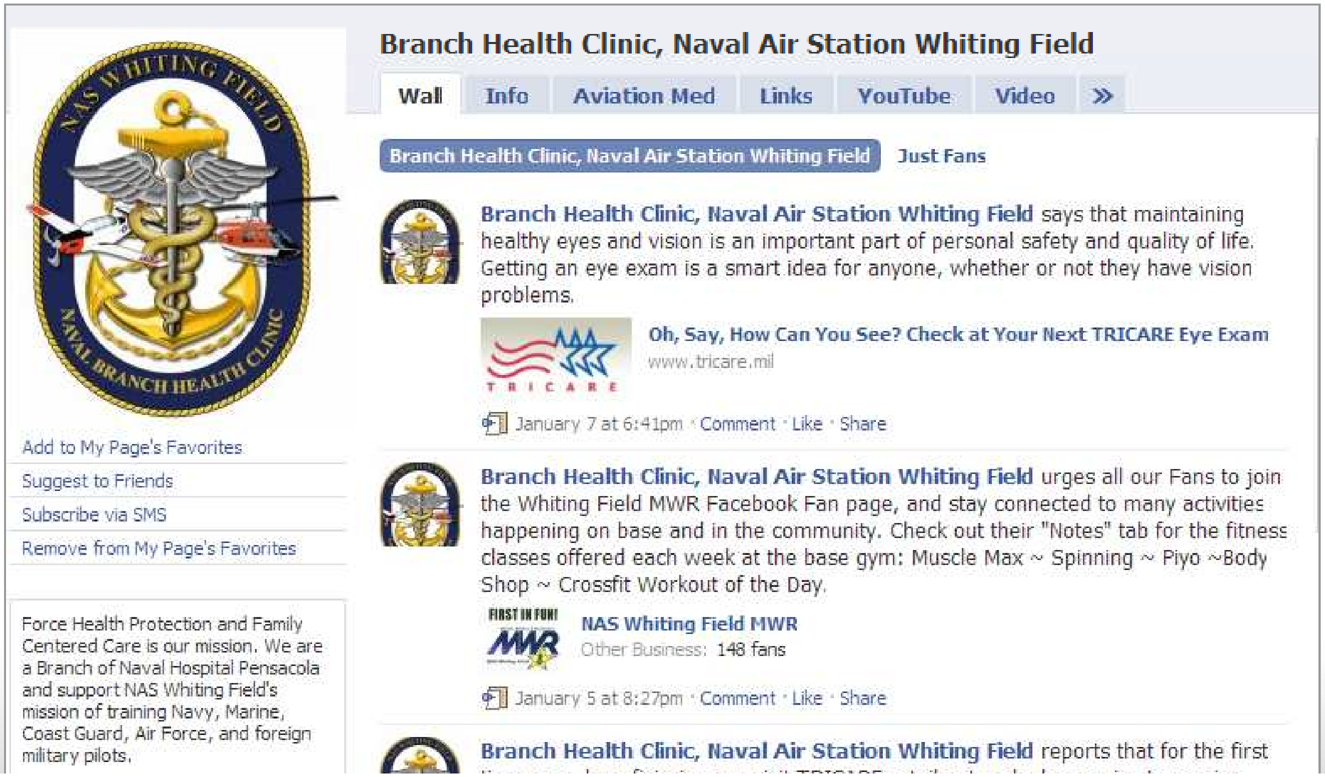
Provides Information

- Where they want it
- How they want it
- When they want it



One message, many voices

- We can guide and assist
- MHS Social Media Work Group meets monthly
- Branch Health Clinic, Naval Air Station Whiting Field


NAS WHITING FIELD
NAVAL BRANCH HEALTH CLINIC
Wall
Info
Aviation Med
Links
YouTube
Video
»
Branch Health Clinic, Naval Air Station Whiting Field
Just Fans
Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS
Remove from My Page's Favorites
TRICARE
FIRST IN FUN!
MWR

Branch Health Clinic, Naval Air Station Whiting Field

Force Health Protection and Family Centered Care is our mission. We are a Branch of Naval Hospital Pensacola and support NAS Whiting Field's mission of training Navy, Marine, Coast Guard, Air Force, and foreign military pilots.

Branch Health Clinic, Naval Air Station Whiting Field says that maintaining healthy eyes and vision is an important part of personal safety and quality of life. Getting an eye exam is a smart idea for anyone, whether or not they have vision problems.

Oh, Say, How Can You See? Check at Your Next TRICARE Eye Exam
www.tricare.mil

January 7 at 6:41pm · Comment · Like · Share

Branch Health Clinic, Naval Air Station Whiting Field urges all our Fans to join the Whiting Field MWR Facebook Fan page, and stay connected to many activities happening on base and in the community. Check out their "Notes" tab for the fitness classes offered each week at the base gym: Muscle Max ~ Spinning ~ Piyo ~Body Shop ~ Crossfit Workout of the Day.

NAS Whiting Field MWR
Other Business: 148 fans

January 5 at 8:27pm · Comment · Like · Share

Branch Health Clinic, Naval Air Station Whiting Field reports that for the first

2010 Military Health System Conference

Can we operate as a truly integrated system?

PART II: Revealing the authentic health experience

Sharing Knowledge: Achieving Breakthrough Performance

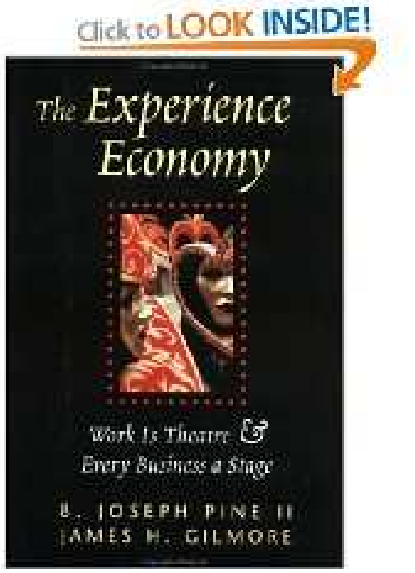
CAPT Kevin Berry, MC, USN, Special Studies, JTF CAPMED

25 January 2010

Joint Task Force National Capital Region Medical

Quadruple Aim meet Economics

- Quadruple Aim includes the IHI Triple Aim
  - – Improve the Health of the Population
  - ☆ – Improve the Patient Experience
  - – Control the costs
- What is *Experience*? Ask B. Joseph Pine II*



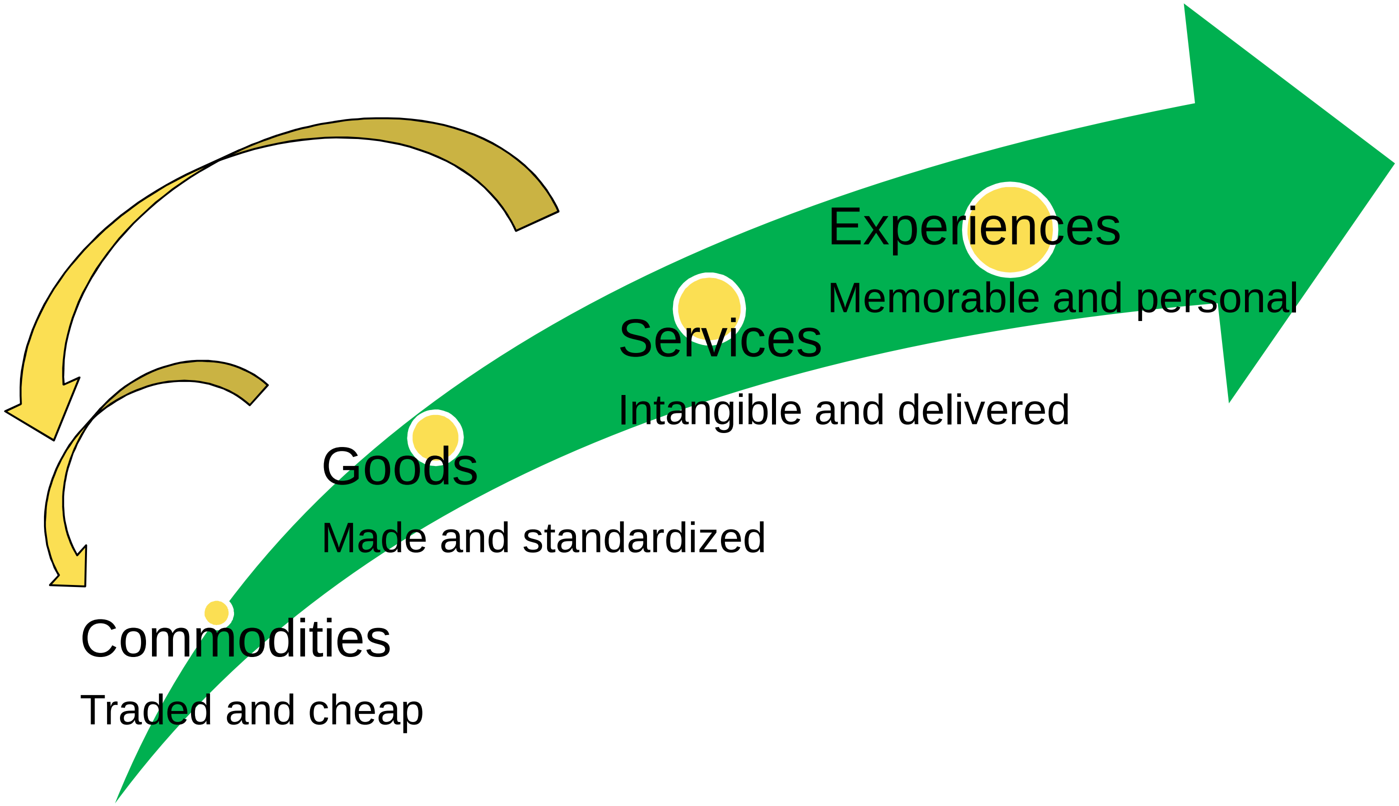
The Experience Economy

Work Is Theatre & Every Business a Stage

B. JOSEPH PINE II
JAMES H. GILMORE

* B. Joseph Pine II, JH Gilmore, "The Experience Economy: Work is Theatre & Every Business a Stage", (1999, Boston, Harvard Business School Press)

The Experience Economy*



Experiences

Memorable and personal

Services

Intangible and delivered

Goods

Made and standardized

Commodities

Traded and cheap

* Pine, 1999.

Service or Experience?*

Service	Experience
Delivered	*Staged*
Intangible	*Memorable*
Customized	*Personal*
Delivered on Demand	*Revealed over a duration*
Provider	*Stager*
Client	*Guest*
Benefits	*Sensations*

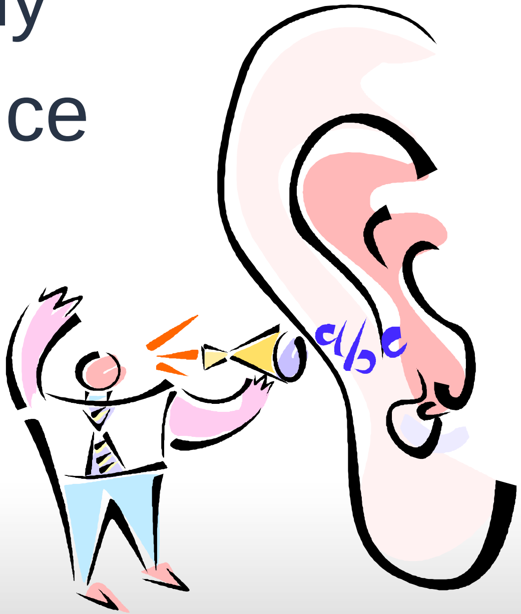
* Pine, 1999.

Moving to Experience

- How well did we figure out ‘service’, ‘benefit’ & ‘patient-focus’?
- How well did we ‘delivery’ health?

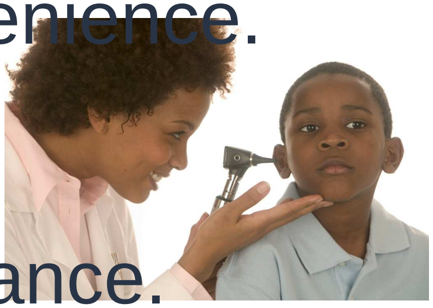
The Experience*

- The customers is the product
- The patients want to be well. And more …
- The experience is a transformation.
- The organization must listen and learn from its customers & respond rapidly
- Render the authentic experience



* Pine, 1999.

Experience Must Be Authentic



- Patient – Cure. Control. Comfort. Convenience. Competency. Recovery. Knowledge. Information. Mastery. Administration.
- Family – Cure. Control. Comfort. Assurance. Convenience. Competency. Recovery. Knowledge. Information. Mastery. Administration.
- Commands – Cure. Recovery. Assurance. Convenience. Competency. Knowledge. Information. Administration.

The One Machine*

- "The One Machine" in Dec 2007: 1 billion PC chips, 2 billion nodes, 600 billion RFID tags, moving 8 terabytes per second with 246 exabytes (10^{18}) of storage & 9 exabytes of RAM – roughly equivalent to 1 human brain.
- Doubling every 2 years. So 2 HBs today.
- The One Machine will have more complexity than all humans brains by 2040 – convergence.

Kevin Kelly, "The next 5000 days of the web", (TED posted July 2008)
http://www.ted.com/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.html

Consequence of The One Machine*

- Embodiment – cameras, microphones, nearly all artifacts, trillion of eyes and sensors on the web. Fusion of atoms and digits.
- Restructure – old: computers linked and shared packets; current: pages linked sharing links; emerging: data linked, data at the atomic level ~ each idea, noun, artifact
- Co-dependent – total personalization, dependent, like we are to written language.

* Kelly, July 2008

The One Machine*

- What the web is today was impossible … 10 years ago. It was supposed to be like TV, only better.
- We have to get good at believing the impossible.
- Barriers? Rules? Yes, and people will work around them and find out what is better.

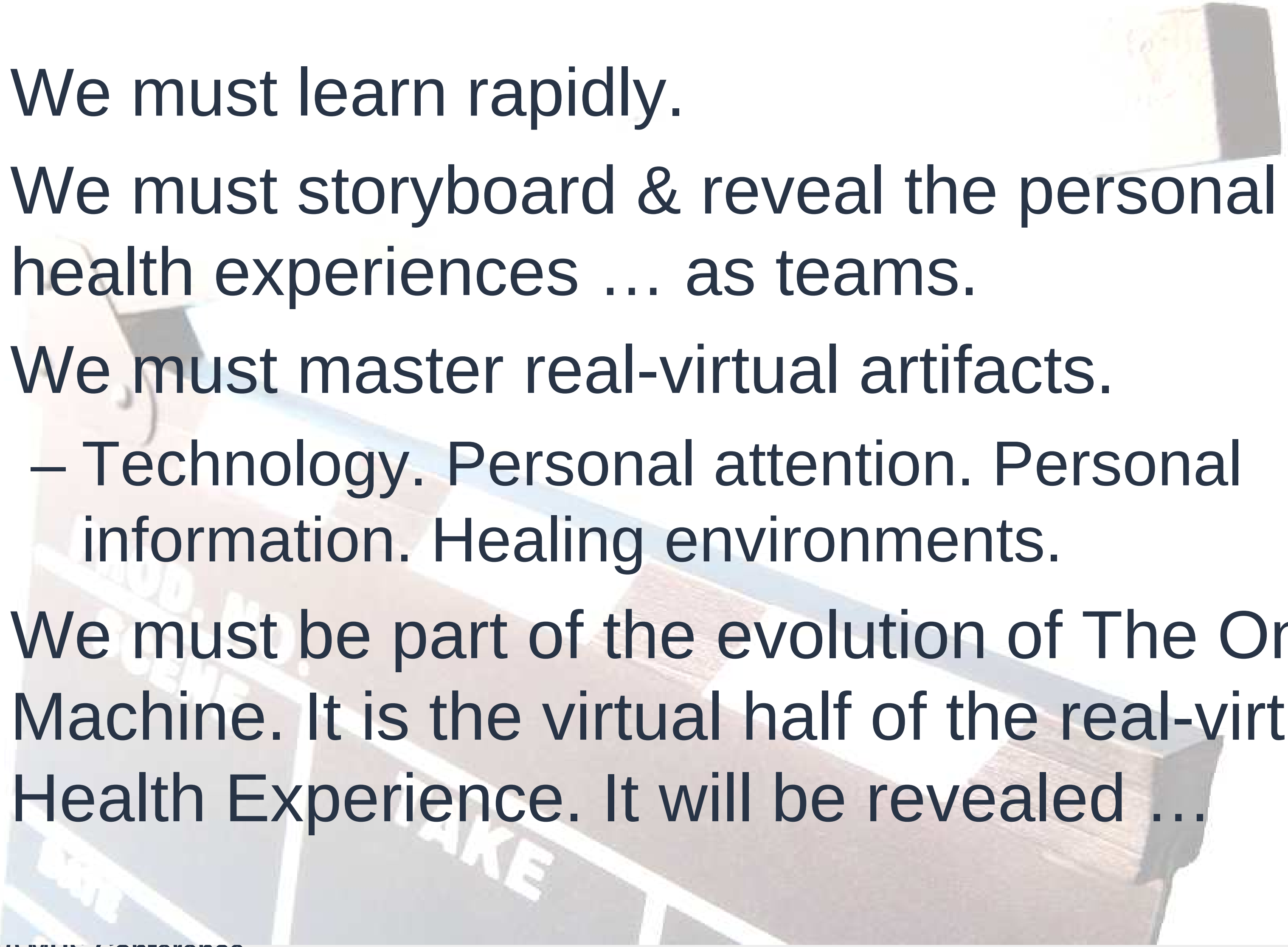
* Kelly, July 2008

Crowdsourcing*

- Etsy http://www.etsy.com/ the web super store for hand made stuff. 180,000 items, 170 countries.
- Who could imagine getting rich selling other peoples’ hand made slippers? An impossible business? Thousands of hand crafters reaching the wider market … efficiently.
- Success required passion, a web site and a credit card.

Jeff Howe, “Why the Power of the Crowd is Driving the Future of Business” (Crown Business, 2008)
http://www.openforum.com/idea-hub/topics/technology/video/exploring-a-new-business-model-crowdsourcing-1

We must think and act differently

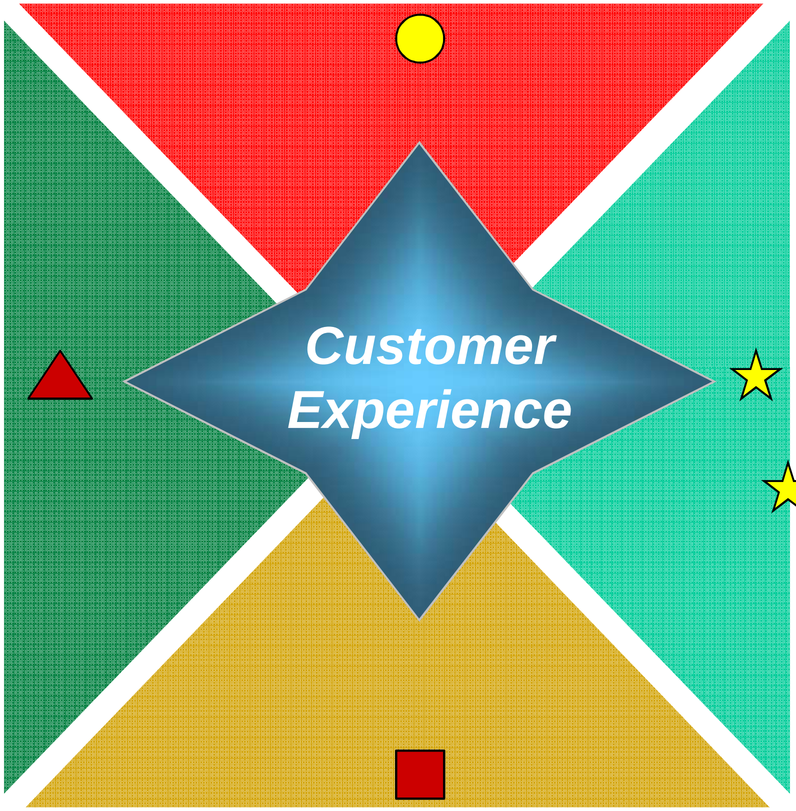


- We must learn rapidly.
- We must storyboard & reveal the personal health experiences … as teams.
- We must master real-virtual artifacts.
  - – Technology. Personal attention. Personal information. Healing environments.
- We must be part of the evolution of The One Machine. It is the virtual half of the real-virtual Health Experience. It will be revealed …

Customer Experience Framework Today's View*

▲ ***Channels and touchpoints** are where interactions take place and how they are executed and enabled.*

■ ***Tactile performance** is the physical aspect of the interaction, such as consistency, speed, or completeness.*

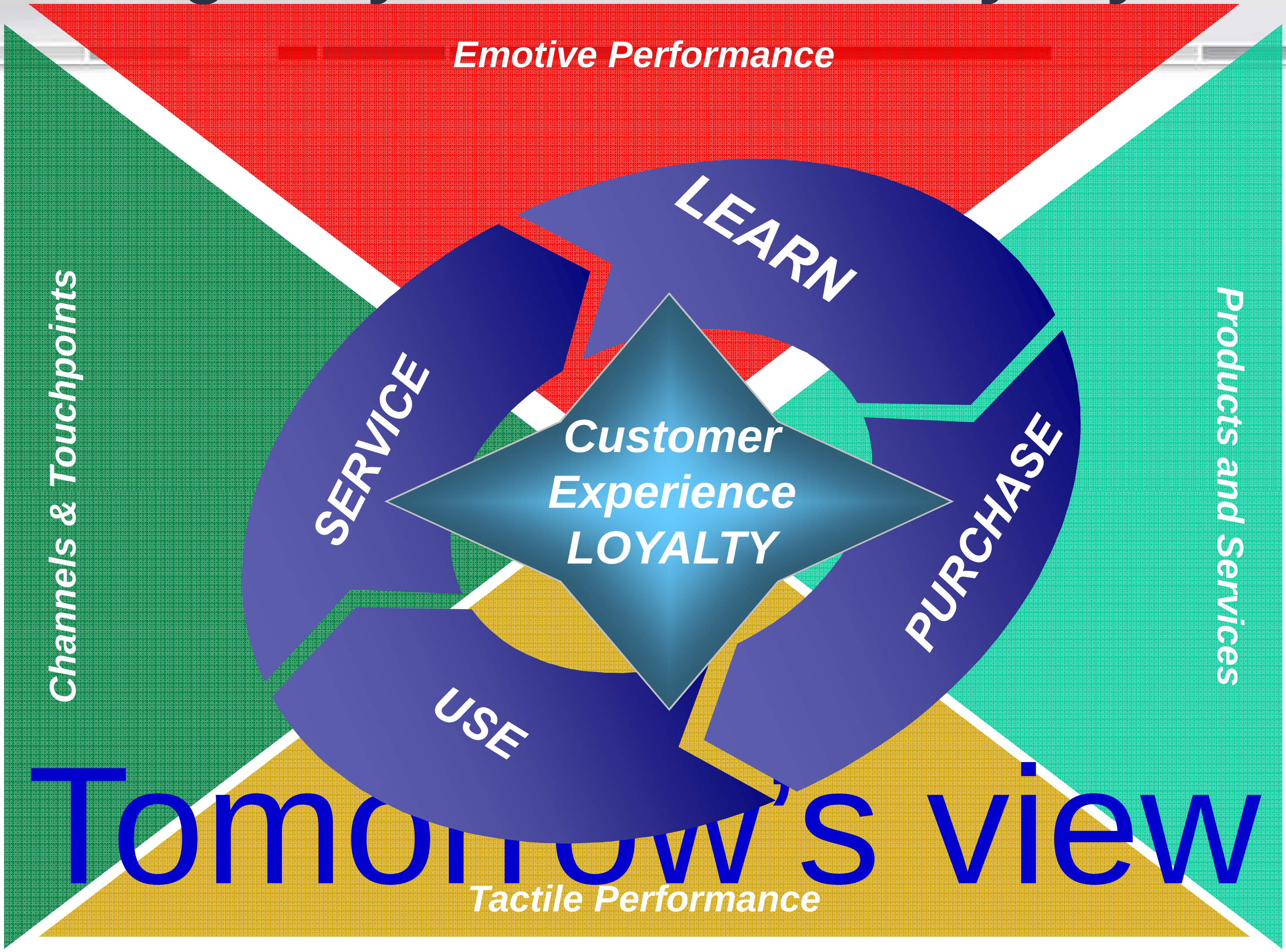


● ***Emotive performance** is manner in which customers are treated, such as being trustworthy, genuine, or empathetic.*

★ ***Products and services** are the tangible goods or saleable services provided to the customer.*

* Mei Lin Fung, MS MIT, USA, Baumin Lee, Ph.D, China, "Emerging Trends in Business & Implications for Performance Management in China", September 11, 2007. Copyright 2007 The CIE Institute and 95teleweb (Used with permission of the author.)

Learning: Key to Customer Loyalty*

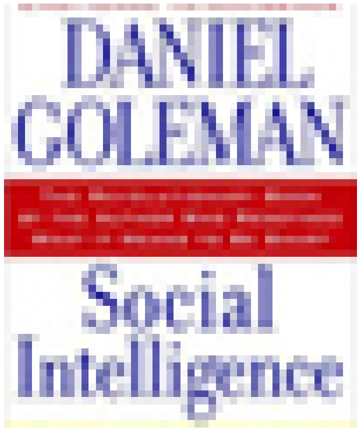

Emotive Performance
Channels & Touchpoints
Products and Services
LEARN
SERVICE
PURCHASE
USE
Customer
Experience
LOYALTY
Tactile Performance

Tomorrow's view

* Mei Lin Fung, MS MIT, USA, Baumin Lee, Ph.D, China, “Emerging Trends in Business & Implications for Performance Management in China”, September 11, 2007. Copyright 2007 The CIE Institute and 95teleweb (Used with permission of the author.)

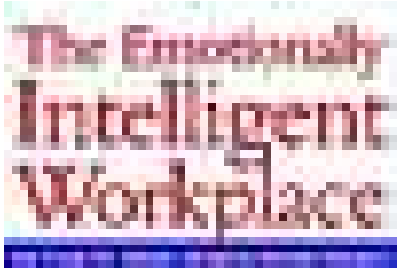
Skills Required to Gain Service Competitive Advantage*

- Emotional Intelligence
  - Communication skills
  - Results-orientation
  - Problem-solving
  - Handling difficult customers



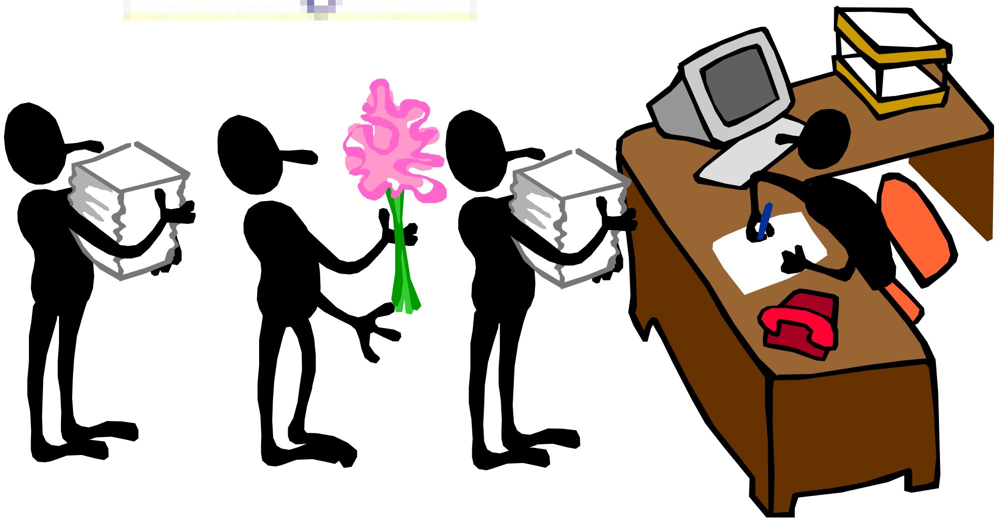
DANIEL
COLEMAN

Social
Intelligence



The Emotionally
Intelligent
Workplace

- Social Intelligence
  - Leadership
  - People management
  - Impact and Influence
  - Team skills
  - Customer service skills



* Mei Lin Fung, MS MIT, USA, Baumin Lee, Ph.D, China, “Emerging Trends in Business & Implications for Performance Management in China”, September 11, 2007. Copyright 2007 The CIE Institute and 95teleweb (Used with permission of the author.)

What destroys Customer Trust?

- Failing to keep promises
- Failing to deliver or arrive at scheduled time
- Hearing from you only when you want something from me
- Asking me the same things over and over again
- Providing new customers with better offers than existing customers
- Hidden costs to customers
- Frontline employees refusing to take responsibility
- Anonymous decision makers
- Hiding in the bureaucracy or behind technology

* Mei Lin Fung, MS MIT, USA, Baumin Lee, Ph.D, China, “Emerging Trends in Business & Implications for Performance Management in China”, September 11, 2007. Copyright 2007 The CIE Institute and 95teleweb (Used with permission of the author.)

What builds Trust in Customers?

- Keeping your promises
- Acknowledging my (customer) loyalty
- Providing the information for customer to make a good decision
- Admitting mistakes, saying sorry and fixing things
- Providing relevant, valuable advice and information
- Giving me the actual names of 'real' people I can talk to and contact, real signatures
- Getting my name right when you call or write
- Calling to ask 'how are things?
- Talking to people who can make decisions
- Talking to people who tell the truth

* Mei Lin Fung, MS MIT, USA, Baumin Lee, Ph.D, China, “Emerging Trends in Business & Implications for Performance Management in China”, September 11, 2007. Copyright 2007 The CIE Institute and 95teleweb (Used with permission of the author.)

Leading Change*

- **Change** is very hard.
  - Bureaucracies: Very stable organizations until the unexpected happens. Culture trumps disruptive innovation or good ideas.
  - Learning Organizations: Good for organizations committed to make incremental change. Low success rates.
  - Transformational Organizations: Usual establish new organization to address a life or death threat.

* Charles Vela, private communication, (Expertech Solutions, 2009)

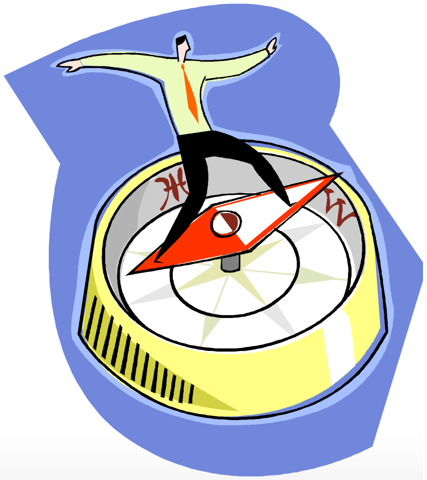
Eight Core Change Principles*

1. Urgency. There must be a clear imperative for change.
2. Guiding coalition. The head of the organization leading change is not enough, there must be a number of people who pull together as a tight highly functional team. There will be power struggles.
3. Powerful vision. Sensible and simple. Anyone can get it.
4. Tell the story. It is a narrative said a thousand times to a thousand people in a thousand ways.

* John P Kotter, Leading Change, (Boston: Harvard Business School Press, 1996)

Eight Core Change Principles*

5. Remove the barriers. Bureaucracies have cultures. Culture is a powerful mental barrier. Real barriers must be found, and they hide.
6. Short term wins. “Quick splashy victories.”
7. Keep the energy high. Change does not take root easily, it is fragile.
8. Practice makes a new culture. Anchor the change into organization in everyway.



* Kotter, 1996